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"A Study of Contribution of Tourism towards Economic Development with reference to Ratnagiri District of Maharashtra"

RESEARCH PROPOSAL FOR THE APPROVAL OF TOPIC FOR ADMISSION TO THE DEGREE OF DOCTOR OF PHILOSOPHY IN THE FACULTY OF ECONOMICS

Swami Ramanand Teerth Marathwada University, Nanded

Title of Proposal : **"A Study of Contribution of Tourism towards Economic Development with reference to Ratnagiri District of Maharashtra"**

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Certificate

This is to certify that Prof. Lankesh Murlidhar Gajbhiye, Assistant Professor at Patpanhale Arts, Commerce and Science College A/P-Shringartali, Tal- Guhagar, Dist- Ratnagiri has prepared a synopsis entitled "**A Study of Contribution of Tourism towards Economic Development with reference to Ratnagiri District of Maharashtra**" under my supervision for Ph. D. Degree in Economics under the faculty of Social Sciences.

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"A Study of Contribution of Tourism towards Economic Development with reference to Ratnagiri District of Maharashtra"

(A SYNOPSIS)

1. INTRODUCTION:-

Tourism is fastest growing service industry in the world. Tourism is engine of economic growth and employment creation for the people. 78 jobs created for every 10 lakh of investment in tourism. In 2013 India's share in the international tourist's arrivals was hardly 0.64 % of world's total traffic and share in global receipt was 1.59, in spite of the country possessing most favorable tourism resources. India is fastest emerging tourist destination in the world. Spending on domestic & foreign travel has increased tremendously. India has a Golden chance to increase tourism industry in the world. In the year 2014 total 77,03,386 foreign tourist arrivals in India. The number of domestic tourist visits during the year 2013 was 1145 million. Potentials of tourism in India are very huge.

Maharashtra is one of the favorable tourist destinations in India. Maharashtra has top position of foreign tourist's arrivals. In Maharashtra Konkan belt is highly natural beauty, enhancing coastline, dotted silvery beaches, historical forts, a rich cultural heritage and hospitable, religious people & various Religious centers. Konkan division is one of the six administrative divisions of Maharashtra. It comprises the konkan region which occupies the entire west coast of Maharashtra. The two districts in the state capital Mumbai also fall in konkan division. Districts are konkan region namely Mumbai, Mumbai suburban, Thane, Palghar, Raigad, Ratnagiri and Sidhudurg. All the districts in konkan offer the most diverse attractions for the tourists. The districts are endowed with many tourist assets. The rising hills of Sahyadri on east & the depths of Arabian Sea on the west contribute to the unparallel beauty of konkan. All the area of konkan is blessed with hills, sea shores, creeks, beautiful rivers, hot water springs, historical forts, forests & water falls among many other. Konkan has a lot of Destinations are here but development of Tourism is not a properly. State capital of Maharashtra and economic capital of India Mumbai is part of konkan. Average rainfall of konkan area is about 300 inches a year. Total length of coastline is 720 k.m. Transport facility (Railway and Road) is available in konkan area.

South Konkan-

South konkan includes Ratnagiri and Sindhudurg districts. South konkan is located in the south western part of Maharashtra state on the Arabian Sea coast. It is a part of the greater tract known as Konkan. South Konkan is an important part of konan enjoying a rich, historical and cultural heritage. In 1981, Ratnagiri district was divided into two smaller districts- Ratnagiri and Sindhudurg for the convenience of administration and an efficient implementation of the development plans of the modern age. South konkan has a long coastline of 288 km (Ratnagiri 167, Sindhudurg 121) long coast. It is situated between the eastern boundaries of high Sahyadri mountain range and vast Arabian Sea on the west. In the little available arable land rice is the main crop. Due to the lack of adequate income through agricultural sources, many of the residents are dependent on the assistance of family members working in Mumbai.

Ratnagiri District-

The district stretches 180 km in its North-South length and 64 km East-West. The geographical location is $16^0$30-$18^0$4 latitude and 73^0-$73^0$52 longitude. There are nine (09) Tahashils and ten (10) Cities and 1543 Villages in Ratnagiri district. Following are the taluka places and tourist destinatons of the Ratnagiri district.

Table 1.1: Tourist Destinations in Ratnagiri district

No.	Name of the Taluka	Tourism Places
1	Chiplun	Dervan, Sawarde, Turanbav, Parshuram, Govalkot, Savatsada
2	Mandangad	Mandangad, Bankot fort, Velas, Devacha Dongar, Ambavde
3	Dapoli	Dapoli, Palgad, Anjarle, Murud, Harne, Suvarnadurg, Kelshi
4	Khed	Rasalgad, Mahipat Fort, Chorvane, Raghuveer Ghat, Songaon
5	Guhagar	Guhagar, Hedvi, Velneshwer, Gopalgad, Budhal, Modkaghar
6	Sangameshwar	Marleshwer, Kasba, Bhgavangad, Mahipatgad, Aarvali
7	Lanja	Machal, Satwali
8	Rajapur	Adivare, Yashwant Fort, Unhale, Rantale, Dhopeshwer
9	Ratnagiri	Ganpatipule, Bhagwati, Pawas, Thiba Palace, Jaigad, Bhatye, Tilak birth place, Malgund

While there is no Municipal Corporation in the district, Ratnagiri, Chiplun, Rajapur and Khed have Nagarparishad and Dapoli, Guhagar and Devrukh has Nagarpanchayat. According to the census reports of 2011, the population of the district is 16 lac 15 thousand. Of the total population 13 lac 15 thousand reside in the villages and 02 lac 63 thousand people from the urban population. Out of these population Male and Female were 7, 61,121 And 8, 53,948 respectively. There was change of -4.82 percent in the population compared to population as per 2001. According to the statistically data of 2001, the literacy rate is 82.18%. Ratnagiri district population constituted 1.44 percent of total Maharashtra population.

Most of tourism activities in Ratnagiri district are seasonal. But it has observed that the young generation those who are mainly engaged in IT industries as well as other private industries in Pune, Mumbai and nearby districts are giving visits to celebrate their weekends in Konkan. Beaches are observed as their favorite destinations for such celebrations. Most of these tourists are giving preferring beaches of Ratnagiri district due to traveling convenience. The district has developed as weekend tourist destination. This trend has offered additional business opportunities in off period also. An entertainment and leisure has observed as main intention of such weekend celebrators. I may cause cultural conflicts in future, in certain cases local people have expressed their negative opinion to promote such type of tourism in their region. Tourist's road accidents and sinking incidents especially at Ganpatipule and Guhagar beach is demanding safe and secure tourism policy in the district.

2. REVIEW OF LITERATURE-

a. **N Murugesan (1992)** Madurai Kamraj university in his study "Tourism Marketing in Tamilnadu- A study of Tourist attitude'' has focused on Tourism Development and attitude of Tourist attitude in Tamilnadu. He further analysed the factors affecting on the attitude of Tourist. He has reviewed Tourism marketing, International Tourism marketing, problems of Tourism marketing and suggested promoting measures for Tourism industry

b. **M B Potdar (2003)** in his study of 'Tourism Development of South Konkan' detail study of all the religious and coastel tourist places Ratnagiri and Sindudurg. He express that there is lot of potentials of Tourism in south konkan. He also studied that actual impact of economic and social effect in this region. The south konkan region reveals a treasure of tourism. South konkan mainly depend upon money order. Tourism can change this situation.

c. **Mulla Abdul (2003)** in his study problems and prospectus of Tourism industry in coastal region of Karnataka region he focuses on only coastal area of Karnataka. He finds that the entire coastal region is highly potentials but not properly developed. Problem of infrastructure and marketing and government policy is the main problem of this area. He gives various suggestions for the development of coastal area.

d. **M D Thakar (July 2004)** in his study of problems and prospectus of Tourism industry in Gujrat ha has studied Tourism in Rajkot, Jamnagar, Dhwarka, Junagad, Somnath. He has further highlights the present position of Tourism industry in Gujrat and find out the problems like Government, policy, the facility provided at the place of Beaches, Temples. He has also studied the problem like lack of finance, shortage of manpower, infrastructure, and transport service at the tourist places. Finally he has suggested some remedial measures to improve the present condition of Tourism industry in Gujrat.

e. **M A Khan (2005)** in his book Principles of Tourism Development he focused on Hospitality and Tourism relation. In the modern era without hospitality Tourism cannot develop. Hotel and Hospitality industry and use of role of Information technology for Tourism is more important. He explain which principles Tourism industry use for development.

f. **R K Malhotra (2005)** in his article 'marketing of Tourism' he explain how marketing is essentials for the development of Tourism. He explains marketing P's of product, place, promotion, price, people, physical evidence, process. In the modern age all P's is required all regional levels.

g. **Ashokan K.K (2011)** in his study Tourism potentials of Kerala with special reference to Beach Tourism. He has studied perception of the tourist's attitude of tourist arrivals in Kerala state. After liberalization Indian economy has made changes in Tourism industry. Rapid development of urban area leads to increase in Tourism. In Kerla there is steady Growth in the number tourists both Foreign and domestic. As per his findings Kerala is better place for Beach Tourism due to backwater, monsoon, adventure and Ayurveda. He further states that Kerla is a home of best beaches in India. In the year 2008 around 11.16 of foreign tourist have visited Kerala.

h. **Chris Ryan, Gu Huimin (2013)** in his book "Tourism in china"China will become major tourist destinations in 2020. This book is more useful other than china who is interested in tourism development. The book provides a voice to Chinese mainland academic researchers and examines the nature of tourism research and tourism development in China. Contributors, many of whom are based in China and are immersed in the daily issues of teaching, researching and planning tourism development within China, discuss issues related to resource use, destination image and community participation with case studies that combine conceptual frameworks and practical issues.

i. **David Leslie(2013)** in his book"The Tourism Enterprises and sustainable development" tourism industry has increasingly recognized and responded to growing environmental concerns. In recent years, there has been an emergence of a variety of categories of tourism considered more environmentally friendly: green, eco-tourism, and sustainable tourism. Much of the literature that has addressed these developments has been orientated to the destination locale or specific to a development. These texts have not sought to investigate and examine the response of government/national tourist organizations to the international sustainability agenda and the responses/actions of tourism enterprises to this "greening" agenda. This text aims to address this remarkable gap. This indispensable contribution to the field provides a comprehensive, state of the art perspective on progress towards the objectives of sustainable development within the tourism sector across the globe by focusing on the environmental performance and adoption of environmental management systems by tourism enterprises.

j. **J Seenaiah (2014)** in his study "Marketing of tourism in Telengana region" has analyzed Tourism in Telangana region. From2005-2006 there is upward trend in the year of domestic and international Tourists. Foreign tourists visits Telagana for holy festivals, craft melas, Handicraft exhibitions, cultural programmes etc. He has studied role of APTDC and find out some problems regarding Tourism hygiene, environmental condition, shelter, mediators etc.

k. **Rathod B L- (2013)** in his article"A geographical analysis of major tourist attraction in sindudurg district, Maharashtra" shows that various natural resources, infrastructure and transportation facilities are required for the tourists to stay in sindudurg district for several days. The tourism activity generates employment opportunities in sindudurg district very high. He take all the review the progress of tourism related wprks in the sindudurg region.

3. STATEMENT OF THE PROBLEM-

Ratnagiri district is famous for natural beauty, beaches, religious, historical, backwater places and Alfanso mango. State of Goa and Kerala economy is depending upon tourism. These two states are very small but according to tourism they are very rich because of plan and marketing of tourism. In 2035 what will happen in tourism sector in their state and planned how they will go with proper planning. Ratnagiri district have vast potential in coastal, religious, agro, adventure, backwater, dive (SCUBA), health, shopping, and nature and monsoon tourism. The tourism industry is an important to change coastal livelihood and to upgrade the economic and social status of the manpower engaged in this sector. It is important to formulate concrete strategy for expansion of tourism in Ratnagiri and Sindhudurg district.

The researcher has experienced the following facts regarding the tourism industry in Ratnagiri district.

1-Existing policy of tourism is not suitable for the development of Ratnagiri district.

2-Suitable efforts have been taken to expand tourism in Ratnagiri district are not adequate.

3-Suitable marketing strategy has not been adopted for marketing tourism in this area.

4-Available infrastructure is not sufficient for tourism development.

5-In Ratnagiri district tremendous employment potential is in tourism.

Hence the researcher has selected the following topic for the research.

"A Study of Contribution of Tourism towards Economic Development with reference to Ratnagiri District of Maharashtra"

4. SIGNIFICANCE OF THE STUDY-

Tourism is a backbone of Ratnagiri district. The number of tourists visits in Ratnagiri district increasing every year. Presently the infrastructure of Ratnagiri district is very poor. The study of infrastructure will help to project the future requirements. Ratnagiri district has scope to expand beach, religious, agro, adventure, dive (SCUBA), health, shopping, historical and monsoon tourism. All these potential areas have to be identified so that Ratnagiri district can be marketed at national as well as international level as tourist destinations with diversified products. Employment opportunities in Ratnagiri district will be highly available with the help of marketing of tourism. The results of this study will help the researcher, government, private institutions, and commercial persons to know the prospects of expansion of tourism industry & upgrade the infrastructure. It will also help the researcher to suggest suitable marketing strategies for formulating government policy.

5. OBJECTIVES OF THE STUDY-

Following are the objectives of the study

1) To study the existing position of tourist places and available infrastructure facility in Ratnagiri district.
2) To examine the factors which are responsible for the development of tourism in the study region.
3) To identify growth and potential of tourism industry in the study area.
4) To assess the economic impact of tourism upon a few tourist places.
5) To suggest the suitable suggestion for promoting tourism in Ratnagiri district.

6. HYPOTHESES OF THE STUDY-

Following are the hypotheses of the study.

H_1 The tourism marketing efforts is not up to the mark for attracting the tourist which leads to Non-development of the tourism in the sample area.

H_2 Tourism marketing policy is not proper for the development of different types of tourism in Ratnagiri district.

H_3 The infrastructure is very poor to meet the needs of tourism development.

H_4 There is lack of awareness about tourism among all stakeholders which leads to slow economic development in the sample area.

7. Operational definitions of terms and concepts-

Tourism-Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose.

Marketing-marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Strategy- A plan of action intended to accomplish a specific goal.

Tourist- A person who is travelling especially for pleasure usually sightseeing and staying in hotels.

Policy-a specific decisions or set of decisions designed to carry out such a course of action

Domestic tourism - Involving residents of the given country traveling only with their country.

8. Research Design-

Research design used for the study will be descriptive and exploratory in order to achieve deeper insight into the problem.

A-Sampling design–

In Ratnagiri district there are more than 50 important tourist destinations which constitute the universe for the study. Out of the 10 destinations constitute the sample study, 10 from the Ratnagiri district for sample. The Places selected are divided into three categories such as high, medium and low on the basis of tourist arrival.

Table 1.3: Destinations selected for the study

District	Tourist Destinations	Destinations Category according to proportion of Tourist Response (High, Medium, Low)
Ratnagiri	Ganpatipule (Ratnagiri)	High
	Pawas (Ratnagiri)	
	Dervan (Chiplun)	
	Velneshwar (Guhagar)	Medium
	Harne (Dapoli)	
	Parshuram (Chiplun)	
	Bhatye (Ratnagiri)	
	Aarvali (Sangameshwar)	Low
	Rajapur Ganga (Rajapur)	
	Rasalgad (Khed)	

The respondents for the study consist of 300 tourists. As all the tourism destinations are not equal in importance. The researcher has selected the sample on the basis of proportions of tourist arrivals (High, Medium, and Low). (Ref- MTDC report of 2012-13).

Types of stakeholders that are framed as respondents and their number

Sr. No	Types of Respondents	Category wise numbers of study proposed respondents
1	Officials of government agency	10
2	Service providers (Tour Operators, Hoteliers, Transporters, Traders, Guide)	100
3	Tourists	300
	Total	410

The sample selection of Officials of government agency and service providers includes tour operators, transporters, guides, traders and hotels will be done as per the random sampling (Lottery Method) technique. Tourists would be selected through convenient sampling. While selecting samples the role of service providers and their marketing strategy has been taken account.

B- Research Methods-

The present study will depend on mainly primary and secondary data. It proposes to generate quantitative and qualitative data from various stakeholders like MTDC, tour operators, tourists, hotel owners etc. The data relating to development of tourism industry, problems and prospects, employment generation and marketing will be collected for the analysis and interpretation of the study.

1) Primary Data-

The present study will be conducted based on primary data. The primary data will be collected through a well-structured qualitative and quantitative questionnaire from the selected stakeholders and Interview schedule from the selected tourist. A questionnaire and Interview schedule will be adopted from different literature with modifications to suit the present study. The questionnaire and interview schedule includes multiple choice questions, open ended and closed ended questions. Personal interview will be taken from officials of Maharashtra Tourism Development Corporation.

2) Secondary Data-

For the present study the information needed for the study will be collected from various following way.

1) Books and newspaper article.
2) Magazine and journals
3) Government records and reports.
4) Research projects
5) Internet.
6) MTDC and other government officials.
7) Tourism master plan of Ratnagiri and Sindudurg.
8) Market research agencies

Data Analysis-

• Data collected will be tabulated suitably for the purpose of the analysis.

• Appropriate statistical tools like Chi-square, Correlation analysis, and T test will be used for the analysis and interpretation of data.

7. Scope and Limitations of the study-

Tourism is not only important for economic development but also useful for any sector. Without tourism any sector couldn't serve a long. The researcher has selected Ratnagiri district for the present study. Tourists from various talukas will be selected for the study.

The researcher has the following limitations to his study.

1) The study is restricted in only Ratnagiri district.

2) There are no proper records and documents related to tourist arrivals and stakeholders.

3) The researcher will study only the contribution of tourism related to Ratnagiri district.

4) Changes of government policies from time to time may effect of the study.

8. Tentative scheme of Chapterization–

The present study has been divided into five chapters. The tentative chapter scheme is given below.

Chapter I- Introduction at a glance

The first chapter entitled introduction deals with overview concept of tourism, development of tourism in India, Maharashtra and Ratnagiri district.

Chapter II- Review of literature and Research methodology

The second chapter concerned with all the review related tourism. This review includes published articles, books, and Ph.D thesis. Second part of the chapter includes statement of the problem, scope, objectives, hypotheses, research design, limitations and chapter scheme of the study.

Chapter III- Theoretical Background

The chapter covers in detail theoretical background of tourism of the study topic. This chapter also covers history of tourism, information about the tourism, types of tourism, national and international growth of tourism at a glance. This chapter will also discussed economic characteristic of Ratnagiri district and will focus of current scenario of tourism development in the study region

Chapter IV- Data analysis and Interpretation

This chapter will cover presentation of collected data in classified and tabular form along with analysis by using suitable stastical software.

Chapter V- Conclusion and suggestions

The last chapter presents summary and conclusions of the study. It gives meaningful and viable suggestions for tourism development and economic development in Ratnagiri district.

References, important concept, questionnaire and appendix will be ending part of study region.

Work plan –

The research work will be carried out according to the following plan.

- Reading all related literature, preparation of questionnaire with guide – **six months**
- Actually field visits and interactions with all the stakeholders i.e.- tourist, government agencies, tour operators, hotel and resort owners, farmers– **six months**
- Compilation, analysis and interpretation of data. Tabulation and preparations of maps, discussions and recommendations-– **six months**
- Final report writing, formatting and binding– **six months**

9. Expected results and policy implications-

The study will throw light on government and the entire stakeholder's attitude towards tourist and tourism. The study will be helpful to find out the service strategies of tourism like differentiate the service, positioning the service, branding the service, developing the new service adopted by various stakeholders. All the study will reveal the present conditions of tourism marketing which will show the drawbacks which the government and other stakeholders have to find out and remove these drawbacks. The study will helpful the tourism industry to make new strategies for the improvement in their working. How better services/products should reach the tourist. It may be differentiate the service, advertisement, public relations, direct marketing, tourism brand, tourist participation in the process. Konkan is facing toughest competition from goa, and kerla. In this situation it is must to have good marketing strategy. In the future south konkan will have to focus on two major aspects i.e. tourist satisfaction and branding. Government sector need to prepare for significant changes in infrastructure. Nowadays south konkan is only centre for weekend tourism but it is necessary to change attitude with help of marketing. Neighboring Goa and Kerala situation is same but these states use effective marketing system for twelve month tourism. So marketing plays vital role for development of Ratnagiri district.

This study will be very useful not only to the researcher but also the private stakeholders and government. Study about the different strengths, opportunities, weakness and challenges faced by government and private sector tourism will be useful to the tourism industry to get an idea for implementing the new policy in their region. This study will helpful of tourist attitude regarding various places in Ratnagiri district. This study will also be useful to future researchers to get an idea of the present statues of Ratnagiri district and know the potentialities of the tourism. The study will give knowledge about the all the marketing results of the study will be helpful to both private and public sector of tourism.

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